

**SYSTEM AND METHOD PERMITTING MERCHANTS TO USE ELECTRONIC  
BILLBOARD DISPLAYS TO CARRY ADVERTISEMENTS FOR PRODUCTS THAT  
CAN BE PURCHASED THROUGH A UNIVERSAL, AUTOMATED ORDER  
PROCESSING SYSTEM**

5

**Abstract of the Disclosure**

Merchants directly access a network of thousands of large, high resolution electronic billboard displays and directly send their own advertisements electronically to the network to be displayed at locations and times they select. The advertisements include order numbers that may be used by consumers to order the advertised products and product information through a universal, automated order processing system that represents many merchants.

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